



# MPD RECRUITING AND RETENTION UPDATE FY18 Q4

*Fonda Fouché, Talent Management Officer*  
*June 2018*

# MPD current compliment *(as of July 20th)*

Role	Number of employees
Commissioned Officers	1953
Police Recruit	101
Police Radio Dispatcher	128 <i>(next class starts August 2018)</i>
Police Service Technician	71 <i>(next class starts August 2018)</i>

# MPD attrition *(as of July 20th)*

	Police Services								
	Commissioned			Non-Commissioned			All Employees		
	Retirement	Resignation	Total	Retirement	Resignation	Total	Retirement	Resignation	Total
<b>2012</b>	43	31	83	10	25	55	53	56	138
<b>2013</b>	45	57	115	6	17	40	51	74	155
<b>2014</b>	77	83	168	17	23	52	94	106	220
<b>2015</b>	71	111	182	5	18	23	83	121	227
<b>2016</b>	72	68	140	10	35	45	81	103	185
<b>2017</b>	<b>70</b>	<b>65</b>	<b>135</b>	<b>6</b>	<b>37</b>	<b>43</b>	<b>76</b>	<b>102</b>	<b>178</b>
<b>2018</b>	<b>46</b>	<b>35</b>	<b>81</b>	<b>3</b>	<b>19</b>	<b>22</b>	<b>49</b>	<b>54</b>	<b>103</b>

# MPD recruiting and retention strategic plan

## *Executive summary*

Our strategic plan for recruiting and retaining MPD is centered on best practices.




Our #1 goal is to increase **MPD complement to 2,300 by 2020.**

In order to do this we have the following plan:

- 1. Evolve City of Memphis culture:** build a culture focused on collaboration, innovation, accountability, and service
- 2. Enhance police recruiting efforts:** add 200 new officers per year
- 3. Enhance force multiplier recruiting efforts:** maintain complement of 125 PSTs and 142 dispatchers
- 4. Lower sworn officer turnover to 2013 levels:** 115 sworn officers per year



# MPPD Recruiting and Retention - Goal Progress

Goal	Target	Status	Comments
Enhance police recruiting efforts	Add 200 new officers per year	          	<ul style="list-style-type: none"> <li>• 85 graduated in Aug 17</li> <li>• 84 graduated in Jan 18</li> <li>• 69 currently in the Academy</li> <li>• 40 scheduled to start July 9<sup>th</sup></li> <li>• PR127 October 2018 -150 Recruits</li> </ul>
Enhance force multiplier recruiting efforts	Maintain complement of 100 PSTs and 142 dispatchers		<ul style="list-style-type: none"> <li>• Currently have 67 PSTs</li> <li>• 15 PST Recruits graduated in May</li> <li>• 4 Blue Path Candidates to start July 9th</li> <li>• PST class to start August 5</li> <li>• PRD class to start</li> </ul>



## Retention Bonus Update

Next Open Enrollment - July 23-August 3, 2018  
30 Eligible Employees

	<b>Silver (3 - 5)</b>	<b>Gold (6 - 8)</b>	<b>Platinum (9 - 11)</b>	<b>Total Participants</b>	<b>CY17 Projected Amount (\$)</b>	<b>Take Rate</b>
Agreement signed	69	323	149	541	\$1,082,000	75%
No agreement	42	94	35	171	\$0	
<b>Grand Total</b>	<b>111</b>	<b>417</b>	<b>184</b>	<b>712</b>	<b>\$1,082,000</b>	

# MPD Class Information

Cohort	Class Start Date	Recruiting Target
<b>21<sup>st</sup> Lateral (Out of State)</b>	TBD	10
<b>126<sup>th</sup> Police Recruit(PR126)</b>	July 9, 2018	40
<b>BluePath(56<sup>th</sup> PST)</b>	July 9, 2018	15
<b>57<sup>th</sup> PST</b>	August 20, 2018	50
<b>6<sup>th</sup> Fast Track (In State)</b>	September 17, 2018	10
<b>127<sup>th</sup> Police Recruit(PR127)</b>	October 1, 2018	150
<b>22<sup>nd</sup> Lateral (Out of State)</b>	November 12, 2018	15

# Upcoming Initiatives and Action Plan

## **1. Expanding recruitment efforts to target all cohorts(Basic Recruit, Lateral, and FastTrack) and increase application numbers**

- National Recruitment Marketing Firm procurement
  - Develop strategic recruitment marketing campaign for all cohorts
- Virtual Career Fair
  - Projected Date: Fall 2018
- Chicago Road Show
  - Projected Date: September 2018
- PoliceApp partnership
  - Unlimited job postings on PoliceApp.com
  - Boosted social media postings on PoliceApp pages
  - Full access to the PoliceApp Recruitment Lead Management (RLM) Tool
  - Postings on MPD's behalf on law enforcement recruitment sites, professional organizations, and college job boards
- Jobs4Police.com partnership
  - In progress
  - Reaching over 735,000 Police & Fire Candidates & over 2125 Police & Fire Departments Monthly
- National Fraternal Order of Police Partnership
  - Targeted recruitment of Lateral and FastTrack applicants
  - MPD will be highlighted recruitment agency during annual convention - August 2018
- Expand advertising at University of Memphis home games
  - Will now include football home games

# Upcoming Initiatives and Action Plan

## **2. Relaunch of Best in Blue Campaign starting in July.**

- Media tour to discuss new requirements
- Roadshow starting in July
  - Seattle, WA
  - Chicago, IL and surrounding areas
  - Jackson, MS
  - Nashville, TN
  - Baton Rouge, LA
  - Mobile, AL
  - Little Rock, AR
  - Shreveport, LA
- Hired Full time employee to recruit for Blue Path
  - Developing a Recruitment Plan
  - Partnering with COPS program
- Recruit at Redbirds Home games
- Create a new JoinMPD website
- Offer Conditioning Camp for prospective applicants

## **3. Background Review Improvements**

- Benchmarking other cities
- Best practices to improve the process